

RESOLUTION NO. 2024-66

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MARINA APPROVING AGREEMENT BETWEEN THE CITY OF MARINA AND MONTEREY BAY MOVES, INC. TO PROVIDE GROUP FITNESS CLASSES AND AUTHROZING THE CITY MANAGER TO EXECUTE THE AGREEMENT ON BEHALF OF THE CITY SUBJECT TO FINAL REVIEW AND APPROVAL BY THE CITY ATTORNEY.

WHEREAS, the City of Marina has a programmatic gap in services for adults aged 18-64; and

WHEREAS, 58% of Marina residents are in this demographic; and

WHEREAS, 19% of those adults have a BMI score placing them in the obese range; and

WHEREAS, the City of Marina is lacking in affordable commercial fitness facilities;

NOW, THEREFORE, BE IT RESOLVED, that the City Council of the City of Marina hereby:

1. Approve an agreement between the City of Marina and Monterey Bay Moves, Inc. to provide group fitness classes; and
2. Authorize the City Manager to execute the agreement on behalf of the City subject to final review and approval by the City Attorney.

PASSED AND ADOPTED, by the City Council of the City of Marina at a regular meeting held on the 18<sup>th</sup> day of June 2024 by the following vote:

AYES: COUNCIL MEMBERS: McAdams, McCarthy, Biala, Visscher

NOES: COUNCIL MEMBERS: Delgado

ABSENT: COUNCIL MEMBERS: None

ABSTAIN: COUNCIL MEMBERS: None

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Buce C. Delgado, Mayor

ATTEST:

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Anita Sharp, Deputy City Clerk

## EXHIBIT A

### SUMMER 2024 CLASSES

- Monday  
8:00AM: Circuit Training  
5:15PM: KettleCore
- Tuesday  
6:00 PM Zumba
- Friday  
8:00AM: Circuit Training

## EXHIBIT B

### SCHEDULE OF FEES

| Number of Classes/Pass | Resident Fee Per Pass Type | Resident Fee Per Class | Non-Resident Fee Per Pass Type | Non-Resident Fee Per Class |
|------------------------|----------------------------|------------------------|--------------------------------|----------------------------|
| 1 Class Pass           | \$16.00                    | \$16.00                | \$20.00                        | \$20.00                    |
| 10 Class Pass          | \$144.00                   | \$14.40                | \$180.00                       | \$18.00                    |
| 20 Class Pass          | \$256.00                   | \$12.80                | \$320.00                       | \$16.00                    |

June 11, 2024

Item No. **10g(1)**

Honorable Mayor and Members  
of the Marina City Council

City Council Meeting  
of June 18, 2024

**RECOMMENDATION TO CONSIDER ADOPTING RESOLUTION NO. 2024-, APPROVING AGREEMENT BETWEEN THE CITY OF MARINA AND MONTEREY BAY MOVES, INC. TO PROVIDE GROUP FITNESS CLASSES AND AUTHORIZING THE CITY MANAGER TO EXECUTE THE AGREEMENT ON BEHALF OF THE CITY**

**RECOMMENDATION:**

It is recommended that the City Council:

1. Consider adopting Resolution No. 2024-, approving an agreement between the City of Marina and Monterey Bay Moves to provide group exercise classes.
2. Authorize the City Manager to execute the agreement on behalf of the City subject to final review and approval by the City Attorney.

**BACKGROUND:**

Per the US Census Bureau, 27% of Marina residents are under the age of 18. The Marina Youth and Teen Centers provide after school care for approximately 300 youth when school is in session. During academic breaks, the Youth Center provides day camps for approximately 125 youth. Additionally, the department offers 10-15 youth sports activities, leagues, and camps throughout the year.

Also according to the Census data, 14.6% of Marina residents are 65 years of age or older. The Marina Senior Center, has over 200 members and provides over 25 hours per week of scheduled activities. Activities for this age group include fitness, sports, dancing, movement & balance, as well as social clubs.

Until recently the department did not offer any programming for the 58% of residents between the ages of 19-64, which represents over 13,000 Marina residents (While the Senior Center is open to individuals 55 and older, only a small percentage of members are under the age of 65). Additionally, the California Health Interview Survey, reports that almost 19% of adults living in

Marina are obese. The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions, including heart disease, type 2 diabetes, cancer, hypertension, stroke, liver and gall bladder disease, respiratory problems, and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also carries significant economic costs due to increased healthcare spending and lost earnings.

Additionally, per 2021 United States Census Bureau, the median household income for City of Marina residents is \$78,795 and 10.2% of individuals are in poverty.

Within the City of Marina there are two commercial gyms to serve the 18+ population. Montage Wellness Center charges \$80.50 per month plus a \$50 initiation fee. Anytime Fitness does not offer any group fitness classes. Therefore, there is not an affordable option for Marina residents to participate in group fitness classes.

On November 21, 2023, City Council approved resolution 2023-119 approving an agreement between the City of Marina and Monterey Bay Moves to launch a pilot program expanding the Recreation & Cultural Services offerings to include affordable group fitness classes, primarily for adults, to fill the gap in services available in Marina. The pilot program ran January 1-June 30, 2024 and offering a variety of group fitness classes.

#### **ANALYSIS:**

The pilot program was extremely helpful in understanding the type of classes that are conducive to the space available at Vince Di Maggio Park Building and in demand by the public. For instance, we found that some classes were not conducive to the space, such as yoga, due to the flooring and lighting. Other classes, such as Child & Me Fitness and Baby Zumba, were not well attended due to low demand.

Staff recommends continuing the program and offering a reduced schedule of classes, including classes that worked well in the space and were well attended.

**EXHIBIT A** outlines the classes proposed for summer 2024. **EXHIBIT B** outlines the fee structure.

The City and Contractor may adjust the schedule, types of classes, number of classes, and fee for future sessions as deemed necessary, to maximize success of the program.

#### **FISCAL IMPACT:**

Fiscal impact is determined by enrollment. The Contractor agrees to accept 70% of revenue and the City agrees to accept 30% of revenue. There are no expenses associated with this agreement.

#### **CONCLUSION:**

This request is submitted for City Council consideration and possible action.

Respectfully submitted,

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Andrea M. Willer  
Recreation & Cultural Services Director  
City of Marina

**REVIEWED/CONCUR:**

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Layne P. Long  
City Manager  
City of Marina